



KARMAYOGI BHARAT

[A Government Company registered u/s. 8 of the Companies Act, 2013 under administrative control of Department of Personnel & Training, Govt of India] {CIN - U80301DL2022NPL393046}

202, 2ndFloor, C-Wing, NDCC-II Building, Jai Singh Road, Opposite JantarMantar, New Delhi-110001

ADVERTISEMENT FOR CONTENT WRITER UNDER KARMAYOGI BHARAT

Karmayogi Bharat is a Special Purpose Vehicle (SPV) set-up under Section 8 of the Companies Act, 2013 by Department of Personnel and Training as a 100% Government owned not-for-profit Company under National Programme for Civil Services Capacity Building (NPCSCB) – “Mission Karmayogi”.

The Company will be responsible for owning, managing, maintaining and improving the digital assets, i.e., iGOT-Karmayogi (Integrated Government Online Training) the digital/e-learning platform, including the IPR of all software, content, process etc. on behalf of Government with an annual subscription-based revenue model. iGOT Karmayogi is a comprehensive online platform that has resources for online, face-to-face and blended learning. The platform will be a one stop shop for all capacity development needs of the India’s civil services, providing them with resources for continuous-anytime-anyplace learning, a guided path for life-long learning with access to a vast repository of learning content, and insights on individual learning needs and outcomes.

The SPV will have the responsibility to create and operationalize the content marketplace and continuously evaluate its utilization and ensure that the appropriate changes are communicated to the right stakeholder. The SPV is a key pillar of the institutional framework of the Mission Karmayogi Programme which aims to create a competent civil service rooted in Indian ethos, with a shared understanding of India’s priorities, working in harmonization for effective and efficient public service delivery.

Envisioned as one of the largest capacity building initiatives in Government organizations anywhere in the world, Mission Karmayogi will initially cover about 33 lakh government officials at the Centre and will eventually aim to transform approximately 2 crore government officials across the Centre, the States and the local bodies.

- It will enable officials to pursue anytime-anyplace-any-device learning at their own convenience, using self-directed or guided learning paths, enabling continuous learning for all.
- It will provide officials with access to instant guidance at the point of need, through job specific learning resources and collaboration with officials who “have done it before”.
- It will empower an official with tools to take charge of one’s own professional journey, making officials accountable for their own career trajectory.

SPV Karmayogi Bharat invites applications from eligible candidates for recruitment to the following position(s) on contractual basis:

Sl. No.	Name of Post	Total Post
1.	Content Writer	1

The remuneration would be based on qualifications and experience of the selected candidate and be fixed as per industry norms. The job descriptions of the post have been attached as **Annexure A**.

For further details, please visit Karmayogi Bharat’s website <https://karmayogibharat.gov.in>. Eligible applicants can apply by submitting their applications by email at careers.karmayogi@gov.in, including Application form, CV and other documents of qualification, experience, age proof etc. by 16th June 2023. Incomplete and date bar applications will not be considered. Only short-listed candidates will be invited for the interview/selection process.

8. Employment History in chronological order
(Attach separate sheet in following format, if necessary)

Name and Address of employer/Organization	Period of service	Designation of the Post held	Remuneration	Detailed description of work	Reason of leaving each post
	From To				

9. Professional Trainings/Certifications

Organization	Details of Training/Certification	Period	
		From	To

Declaration: I hereby solemnly declare that all the above-mentioned statements are true and correct to the best of my knowledge and belief. Nothing is false or has been concealed/ distorted. If at any time I am found to have concealed / distorted any material/ information, my appointment shall be liable to termination without notice.

Place: _____
 Date: _____

Signature of Applicant: _____
 Name of the Applicant: _____

JOB PROFILE			
DESIGNATION	Content Writer		
JOB LOCATION	New Delhi	NUMBER OF POST(S)	One (1)
DIVISION / DEPARTMENT	iGot Karmayogi	REMUNERATION	Based on experience and profile
JOB SPECIFICATION			
JOB PURPOSE	To create relevant content for websites, social media platforms, blogs and articles.		
ROLE AND RESPONSIBILITY	<ul style="list-style-type: none"> • The Content writer would generate, edit, publish, and share engaging content on the social media platforms on daily basis (e.g., text, infographics, videos, and news feeds etc.) • Design and implement social media strategy to align with Karmayogi Bharat's goals, objectives and amplify the social media posts based on target audience. • Communicate with followers, respond to the queries in a timely manner and monitor the comments/ feedbacks/ reviews etc. on the social media platforms. • Suggest and implement new ideas to disseminate information related to Government schemes through promotions, competitions, and campaigns. • Stay up to date with current technologies and trends in social media, design tools and applications. • Should be able to proofread and edit the contents to produce quality contents/social media posts as per the requirement. • Should be able to monitor the social media handles, track, and report insights (traffic, engagement, shares, conversion rates, etc.) to Karmayogi Bharat. • Work with content team to ensure that the social media post conveys the source language meaning accurately and if needed, edit, rewrite and restructure the content. 		
JOB QUALIFICATION & REQUIREMENTS			
EXPERIENCE REQUIREMENTS	<ul style="list-style-type: none"> • Minimum 3 Years of experience in Governmental Organizations/ International development agencies/ Private organizations. However, experience can be relaxed for suitable candidates. • Experience in content writing/editing in regional languages. • Excellent writing and editing skills. 		
JOB QUALIFICATION & REQUIREMENTS			
EDUCATION REQUIREMENTS	Bachelor's degree/Diploma in communications, marketing, English or Hindi Journalism		
REQUIRED SKILLS/COMPETENCIES	Creative writing skills proof reading Social media handling Analytical thinking		
